**Elizabeth E. Kindt**

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**Portfolio:** <https://elizabethkindt.wixsite.com/digitalmarketer> \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A highly motivated, results-oriented rising senior at UConn with a proven record of work experiences, academic achievement, leadership and dependability seeking a full-time role after graduation.

**UNIVERSITY OF CONNECTICUT**

* **GPA: 3.77**, Marketing Major, UConn School of Business
* Concentration in Digital Marketing & Analytics

**WORK EXPERIENCE**

**Travelers Operations Leadership Development Intern – User Experience** June 2019 – Present

* Intern for the OLDP at Travelers while concentrating in User Experience. Gained experience using User Zoom to conduct customer research to support the Commercial Customer Journey and Design Sprints.
* Demonstrated Design Thinking and UX when using Axure to develop a solution prototype based on customer research for the Intern InJam two day ‘Hackathon’ event.

**Student Graphic/Illustrative Assistant for UConn ECE** April 2020 – Present

* Created and ran paid ad campaigns on Facebook and Instagram as well as posting on all UConn Early College Experience social media platforms. Successfully ran the Registration 2020 Campaign that demonstrated a 300% increase in engagement and 75% increase in click rates.
* Updated both the ECE & ECE Magazine website through WordPress. Created analytic reports using Google Analytics & Google Tags Manager.

**Poplar, 3D + AR Campaign Platform - Intern in London, England** March 2020

* Created infographics and content for the Poplar site. Helped complete AR campaigns for various clients as well as streamlining both the platform and website. Compiled organic email leads which produced high delivery rates. Internship cut short due to pandemic.

**Travelers Business Insurance Shared Services Internship** June 2019 – August 2019

* Participated in the Commercial Customer Journey under SP&E while working closely with the User Experience team. Received training in Excel, SharePoint, and LEAN Six Sigma. Responsible for incorporating collaboration technology into daily meetings, executing RICHs (Rapidly Implementable Change) as well as MVPs (Minimal Viable Product).
* Assigned, scheduled, and lead multiple meetings for the interns. Presented and lead ‘Retros’ for the Senior Intern Capstone Project. Facilitated discussion for what could be improved upon for next year’s projects.

**Bumble Inc. Campus Director (Social Media Networking Site)** January 2018- August 2019

* Managed team of four people at UConn for Bumble. Designed social media campaigns for Facebook, Instagram and VSCO. Promoted from Campus Ambassador to Campus Director spring 2019.

**Director of Social Media for UConn Alpha Phi** Fall 2018-Fall 2019

* Ran all social media platforms for Alpha Phi at UConn including Facebook, Instagram and the Alpha Phi website. Created all social media campaigns, one which raised over $2,000 for HuskyThon (benefiting Connecticut Children’s Medical Center) as well as alumni and parent events.
* Designed and ran paid social media advertisements for target towns for Fall 2019 recruitment.

**Awards/VOLUNTEER SERVICE**

* **UConn Dean’s List** (past four semesters).
* **HuskyThon Dancer** –Danced over 18 hours and raised over $450 each year for both the 2018 and 2019 Huskython event (benefiting Connecticut Children’s Medical Center).